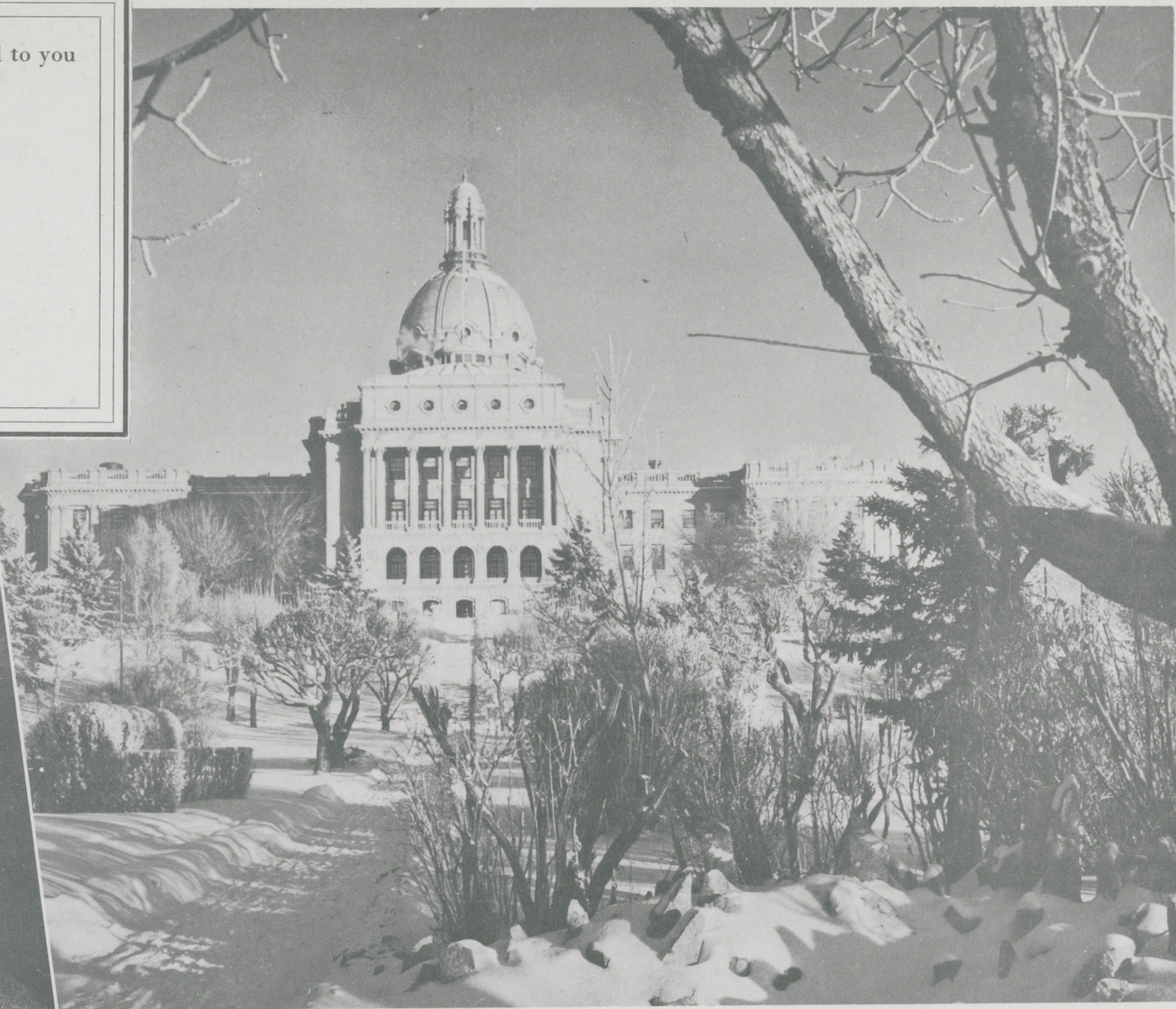


# EDMONTON

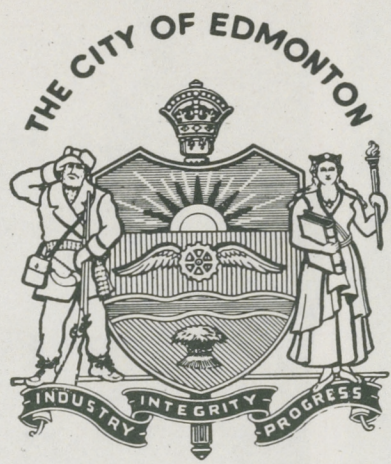
CJCA

This PICTURE ALBUM has been presented to you  
with  
Compliments of

Edmonton Flower Shop  
10223 Jasper Ave.  
Edmonton,  
Alberta.



The HON. E. C. MANNING, as Premier of Alberta's Social Credit Government,  
has the distinction of heading a Province noted for its agricultural wealth.  
Alberta is unique in the world for its abundant supply of three major fuels  
— gas, coal and oil.



After being burned once, and abandoned once, the permanent trading post of the Hudson's Bay Company became Fort Edmonton in 1821.

In 1881, the first school was established — and ultimately became the McKay Avenue school. Edmonton was incorporated as a city in 1904, and in 1906 the first session of the legislature of the Province of Alberta was held in McKay Avenue school.

The first University of Alberta classes were held in 1908, in the Queen Alexandra school.

Edmonton's population has grown from 150 in 1887 to 148,860 in 1950.

Average summer temperature	55.8 F
Average winter temperature	22.8 F
Average rainfall	13.18 inches
Average snowfall	50.1 inches
Altitude	2,205 feet



JOHN MACKIN

JACK WILSON



GEORGE PAYNE



MRS. J. C. BIGGS,  
Voice Coach to CJCA announcers



JERRY WIGGINS



ANDY PHILIP



KEITH RICH

## ***CJCA announcers***

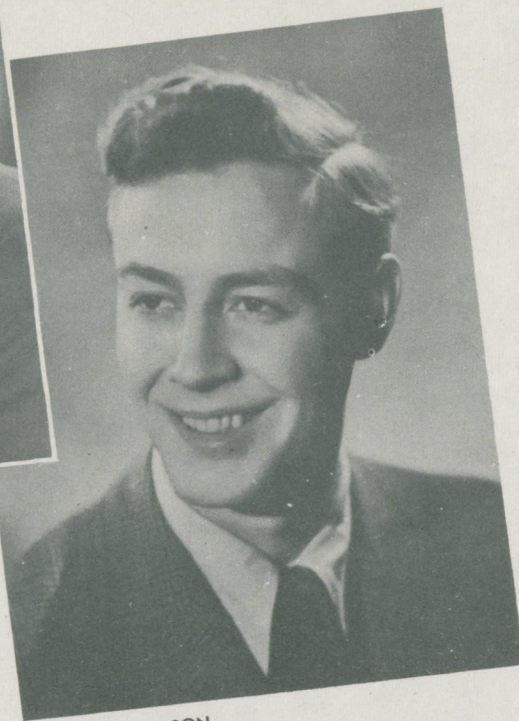
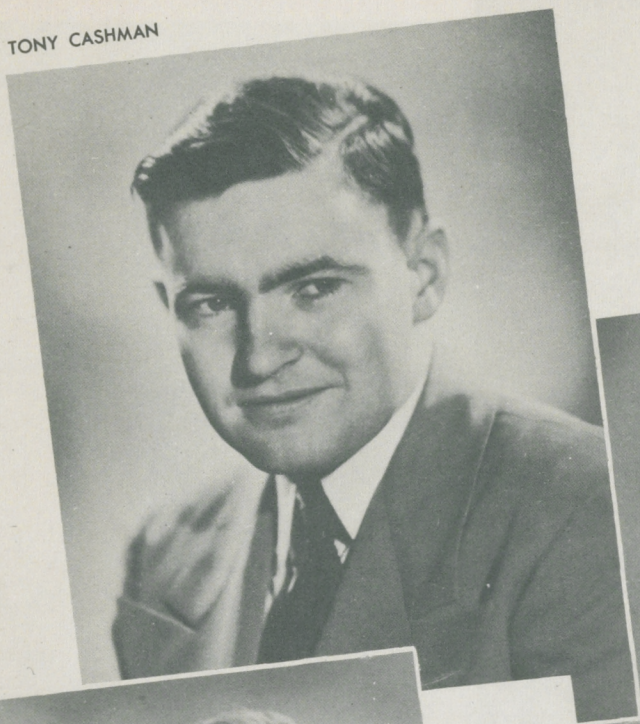


Agriculture is the chief industry in the area surrounding Edmonton. There are some 60,000 farms in the Edmonton trading area, and income to farmers is in the neighborhood of \$150,000,000.00 a year.



The spectacular production of oil, from areas near Edmonton, has attracted attention from all over the world. In the Leduc-Woodbend, Redwater and Lloydminster fields, there were 1,304 wells operating, October, 1950. The average number of barrels per day, from those wells, was 69,285.

TONY CASHMAN



GLENN BJARNASON

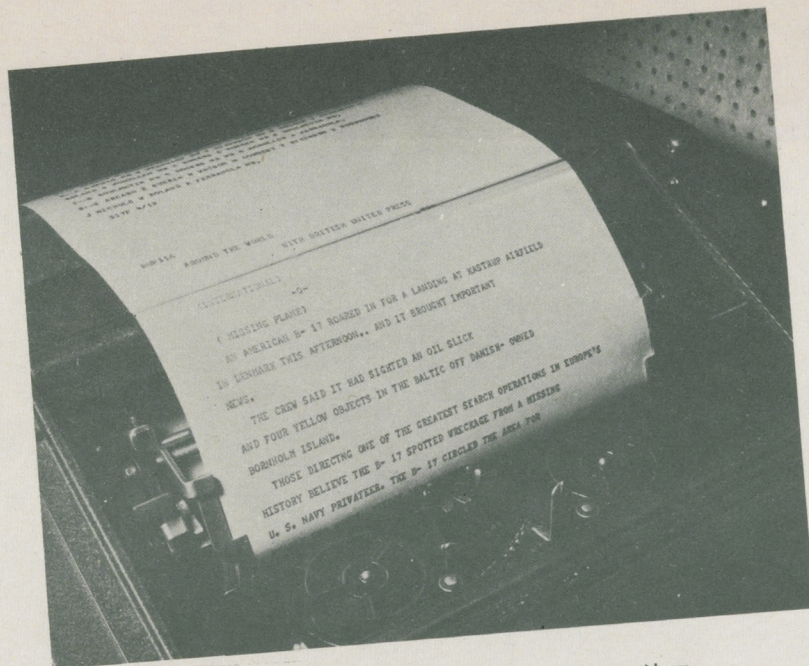


WALT RUTHERFORD



RUSS SHEPPARD

CJCA'S News Bureau is directed by RUSS SHEPPARD, assisted by three news editors. They keep the Bureau open eighteen hours a day . . . gathering stories, editing copy and preparing the daily news broadcasts.



Two teletypes are running constantly in CJCA'S News Bureau. Press News and British United Press feed news items from 'round the world.



One of CJCA'S News Editors interviews Mayor SYD PARSONS, for news of civic interest.

**first-with-the-news!**

Thirty-five correspondents in Northern Alberta towns phone or wire events to CJCA'S News Bureau.

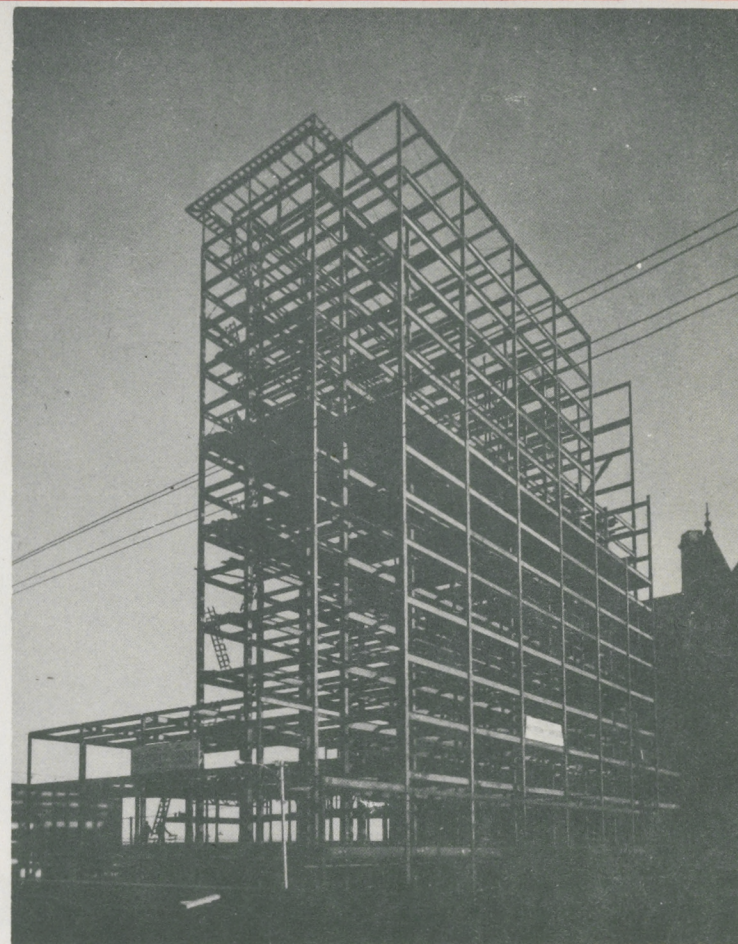




One of three Safeway Supermarkets,  
built within the last year.



Oil now leaves Edmonton via the eleven-hundred-mile  
pipeline to Superior, Wisconsin.



Framework for extension to the  
MacDonald Hotel is completed.



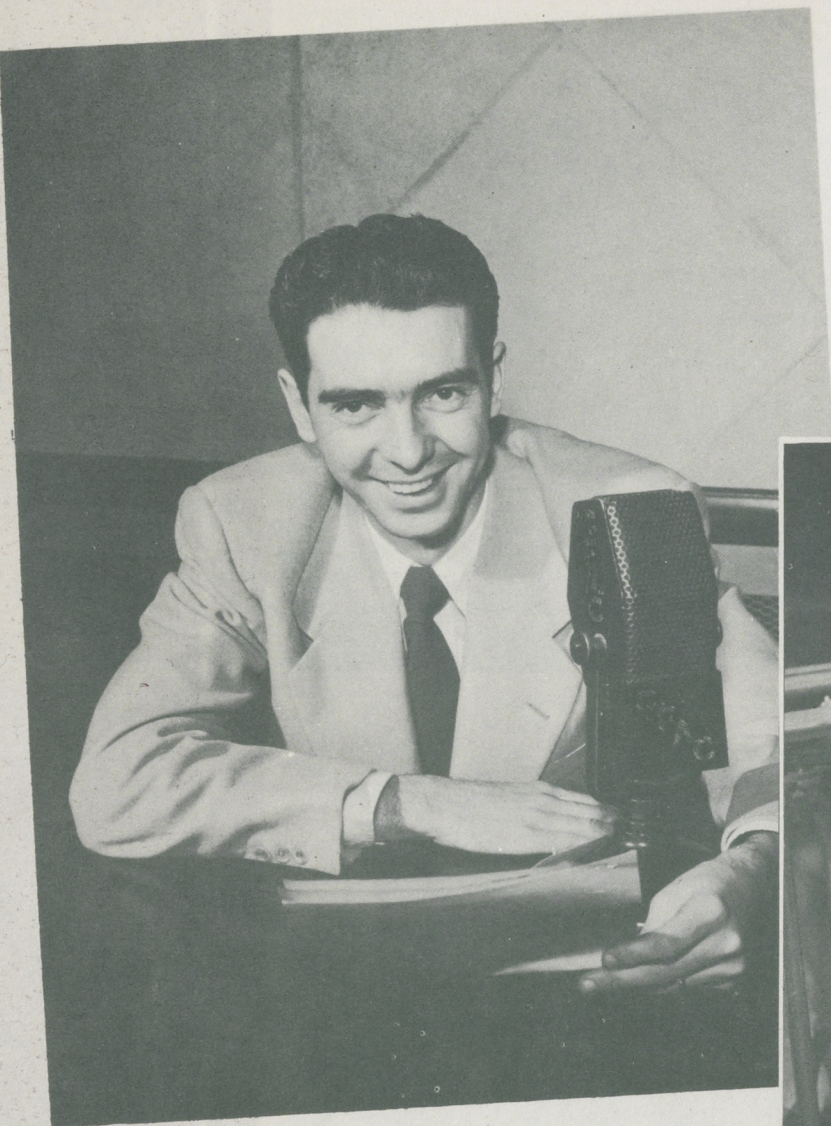
The Union Bus Depot and Eaton's Department Store show trend of Edmonton building.



LIEUT.-GOV. J. J. BOWLEN built a ranch-style home.



Another modern home,  
just completed.



JOE CARBURY, CJCA Sports Editor, attends major events and prepares four sportscasts a day.

DON CLAYTON (with microphone) interviews attendant at the University farm.  
Don handles early morning Farm Hour on CJCA, and Farm broadcast at noon, besides attending district fairs and Agricultural meetings.





Airport Administration Building

Edmonton's municipal airport handles more air freight and express than any field in Canada. Four major airlines are represented, as well as charter services and private planes.

Entrance to Airport





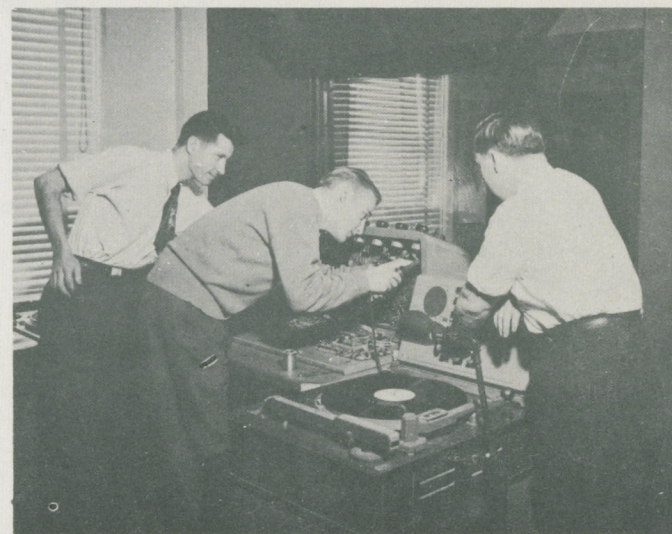
CJCA'S Commercial Department, GARTH OLMSTEAD,  
JOE McKENZIE - Manager, DANA MURRAY, JOE BUDD.



DALT ELTON, Production Manager at CJCA, oversees all  
programs. Standing is DOUG HOMERSHAM, Assistant  
in Production.



Chief technician, FRANK HOLLINGWORTH, centre. MERREL  
DAHLGREN, assistant, left. GORDON SKUTTLE, operator, right.



CJCA operators:  
LARRY HARTMAN, KEN ANHOLT, WALLY EVERITT



CJCA Manager, GERRY GAETZ



ROLFE BARNES, Assistant Manager



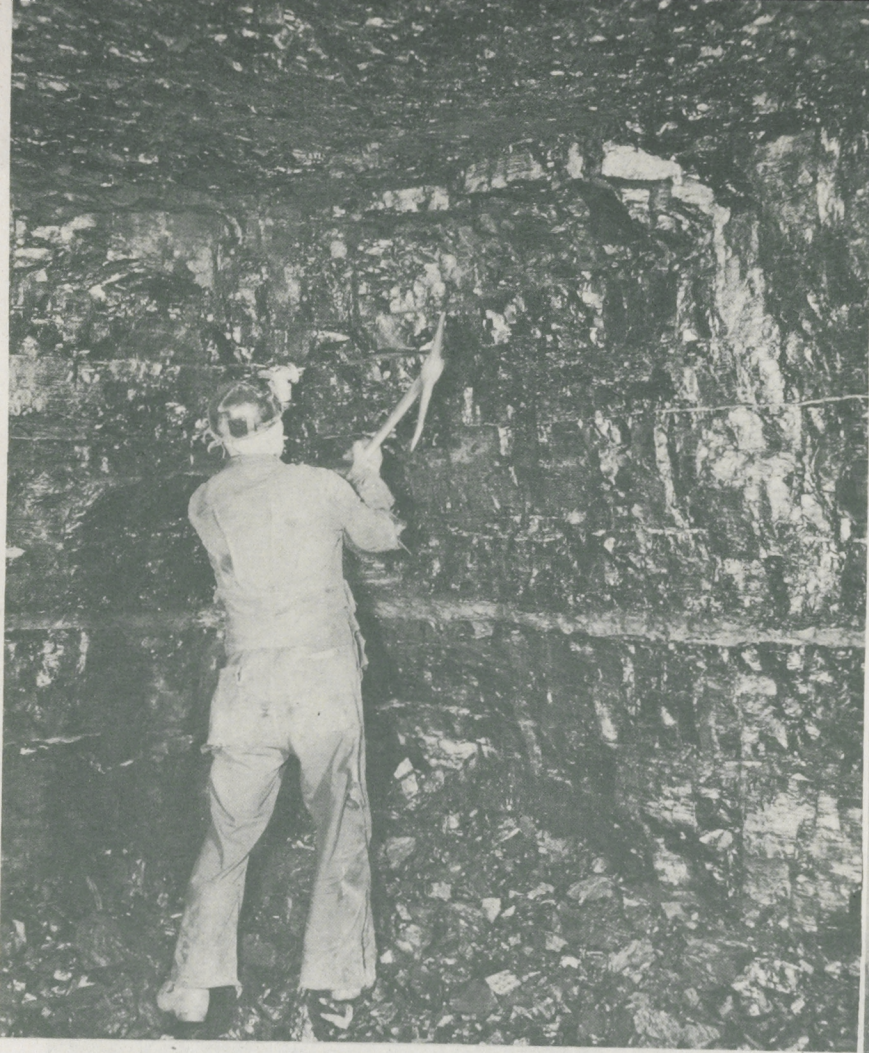
The Great Western Garment Company Limited



Swift Canadian Company Limited



Canada Packers Limited



A coal mine seven miles  
from Edmonton.



Canadian Liquid Air Company  
Oxygen and Acetylene Plant



Hayward Lumber Company buildings

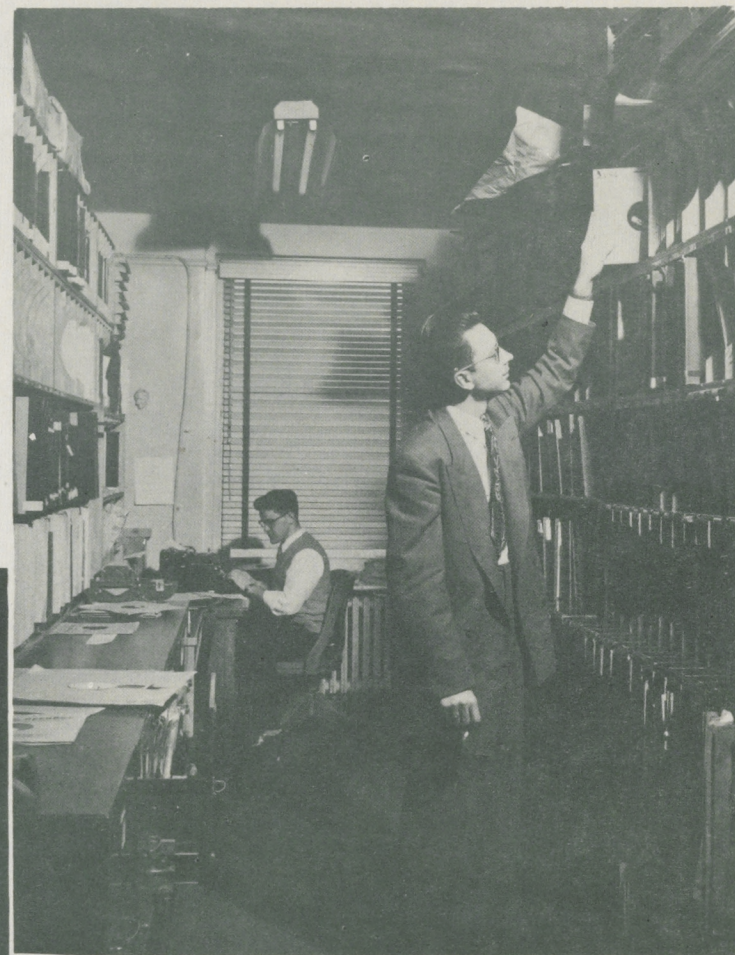


#### CONTINUITY WRITERS

Continuity Editor BILL McAFEE (seated), JACKIE CHAMPION,  
DOLORES MILLAR, EILEEN FERRIER, PEGGY MILLER, DICK MORTON



CJCA maintains a large selection  
of recorded music.



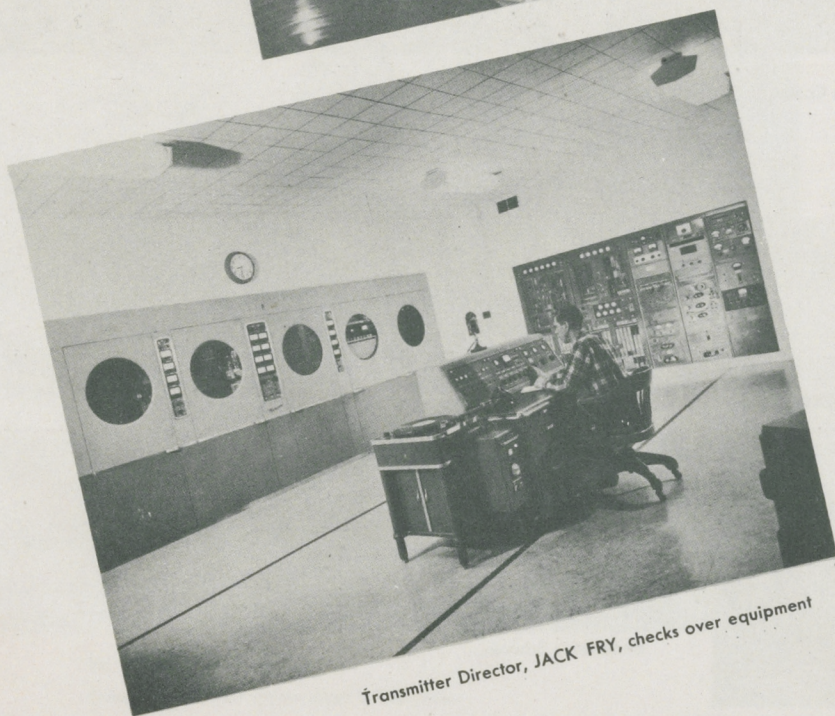
Music Librarian, HARRY BOON, is standing.  
Assistant, EARL OLSON, in background.



Transmitter operator,  
BOB KEITH



CJCA'S Transmitter is located at Ellerslie, eight miles South  
on the Edmonton - Calgary highway.



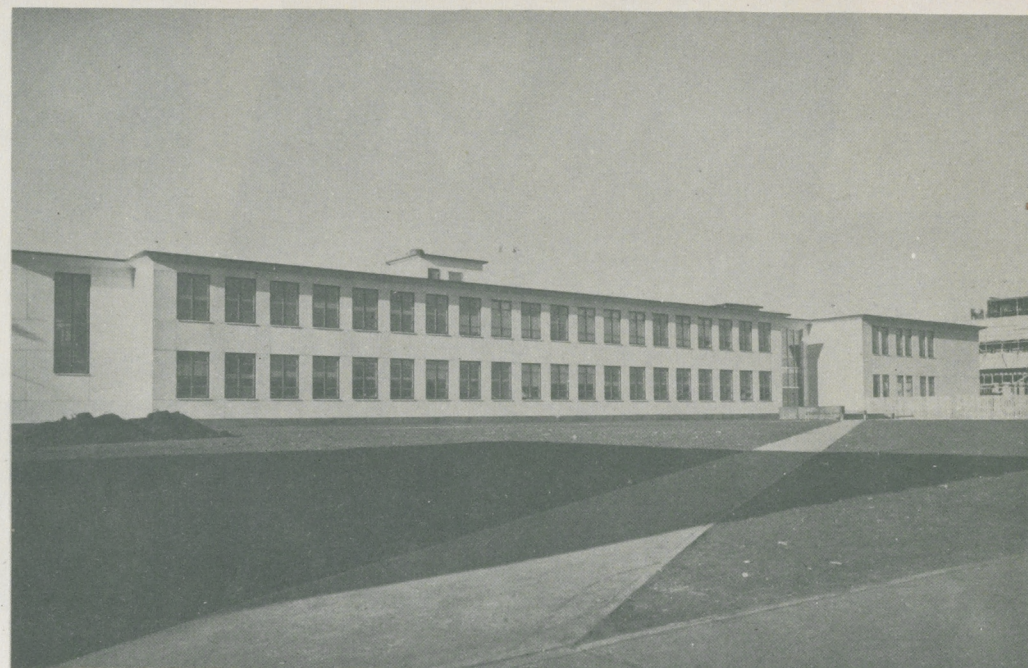
Transmitter Director, JACK FRY, checks over equipment



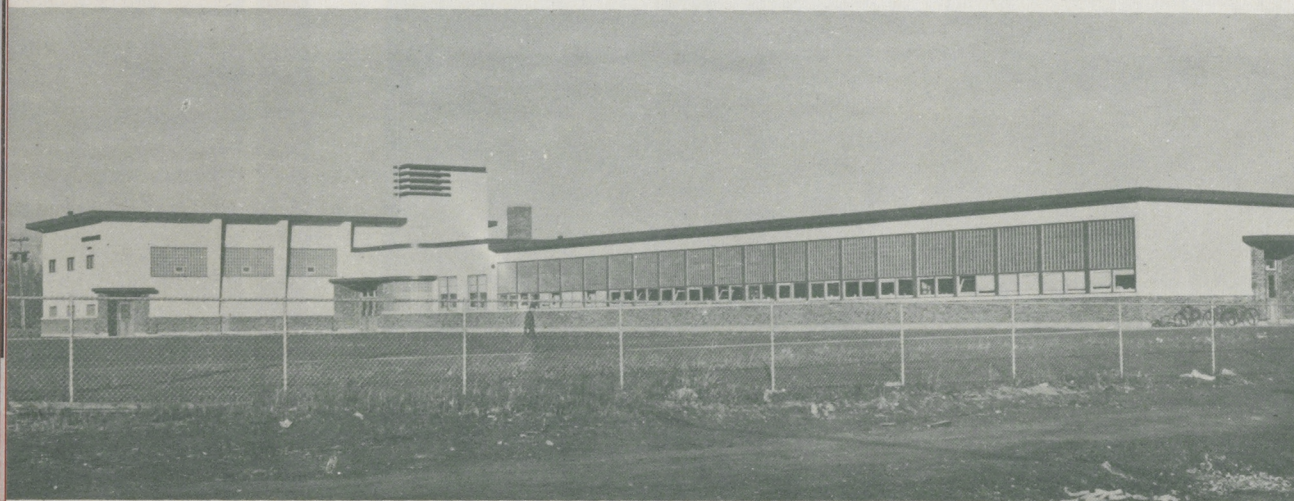
Transmitter operator,  
REUBEN PEARSON



Medical Building, University of Alberta

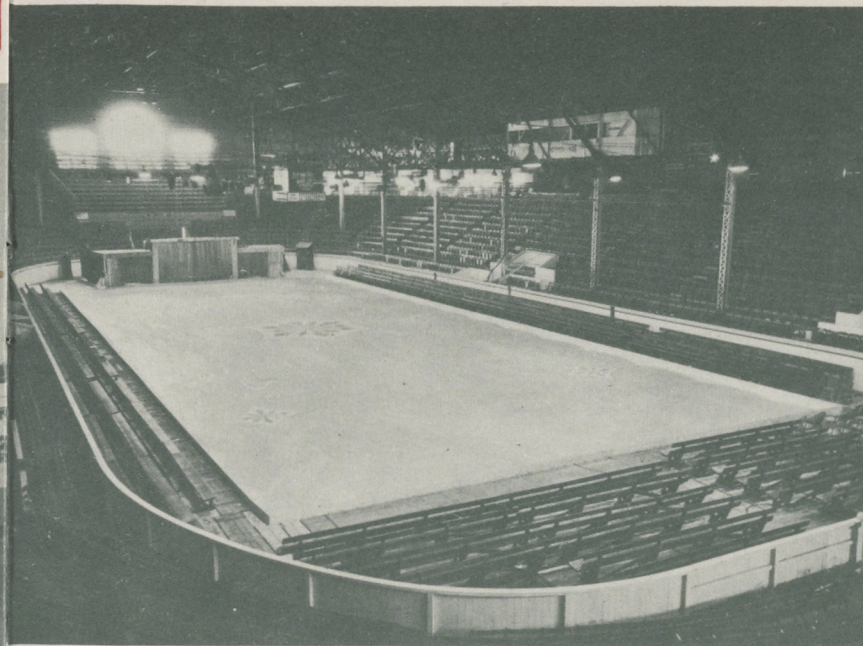


Victoria Composite High School



One of Edmonton's new  
Elementary Schools

Edmonton Gardens with ice decorated for carnival

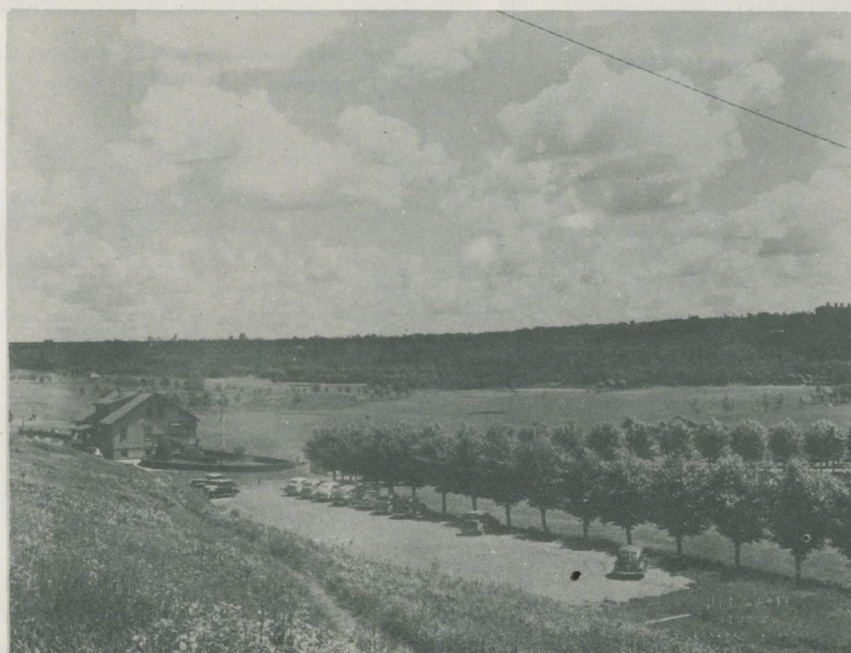


There are three outdoor swimming pools



Ski Village

Skiing is a popular winter sport in Edmonton.



Municipal Golf Course

Edmonton has five beautiful courses — two of them championship calibre.



DOREEN HOPKINS, traffic



Secretarial work is handled by MICKEY WATSON, left and SHIRLEY BROWN.

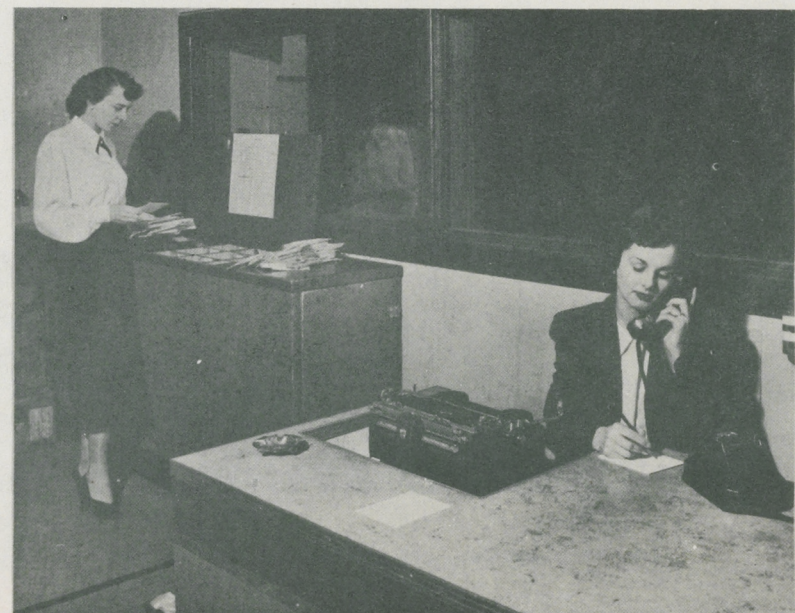


Sales promotion and Research is directed by WIN SUTTON (seated), assisted by AUDREY FEGUENNE



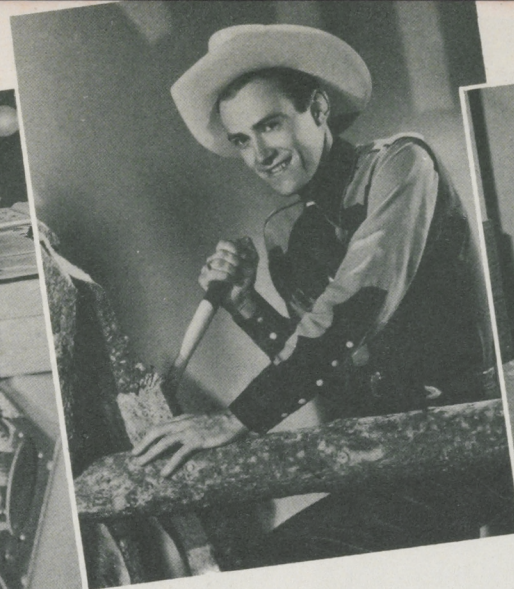
CJCA'S Accountant, RUTH RANKIN, left, and assistant, EDNA ABELE

FRAN HUSHAGEN, left — MARY STRUTZ at phone, in addition to switchboard operating, handle heavy mail every day at CJCA.





JERRY WIGGINS  
Wiggie's Waxworks



STU DAVIS  
Canada's Cowboy Troubadour



UNCLE DUDLEY  
Kiddie's Korner  
every Sunday morning

STAN ROSS  
One Man's Viewpoint



HARRY BOON  
Music Librarian

# CJCA STARS

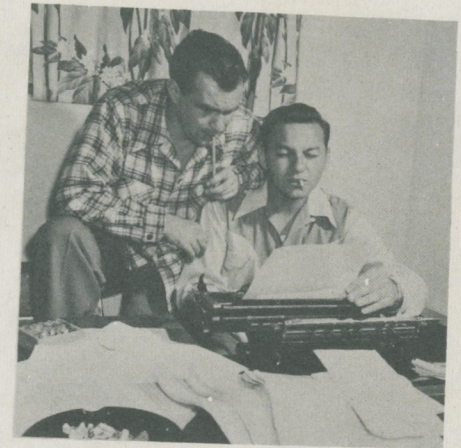
Eaton's Good Deed Club  
Garneau Theatre





THE HAPPY GANG

Bert Pearl, Blain Mathe, Joe Niosi,  
Lou Snider, Jimmy Namaro, Cliff  
McKay, George Temple, Hugh  
Bartlett, Bobby Gimby, Kay  
Stokes, Eddie Allen (kneeling)



WAYNE AND SHUSTER



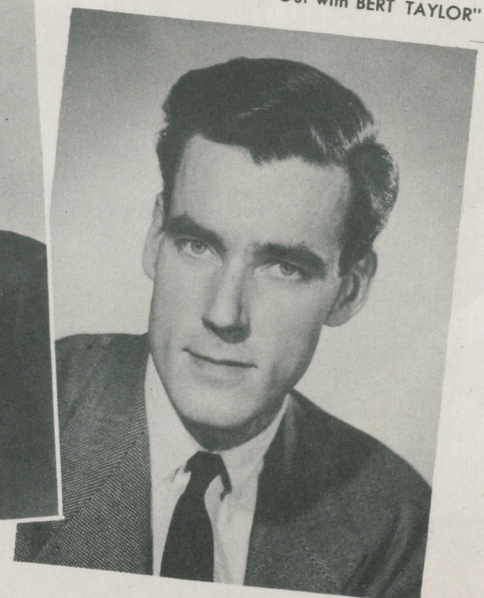
ARTHUR GODFREY



INSPECTOR HEARTHSTONE  
Mystery Theatre



MART KENNEY  
Canadian Cavalcade



BERT TAYLOR  
"Time Out with BERT TAYLOR"



GISELLE  
"Let's Start an Argument"

ANN SOUTHERN  
"Maisie"



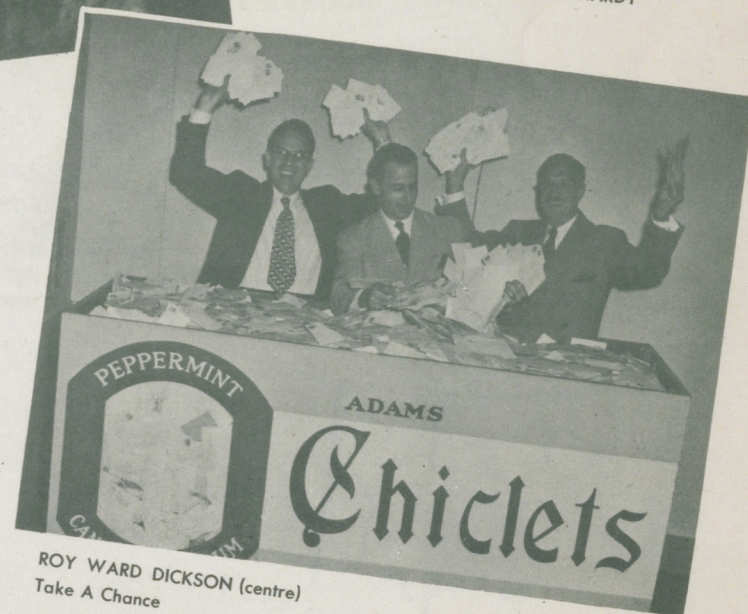
ANDY HARDY



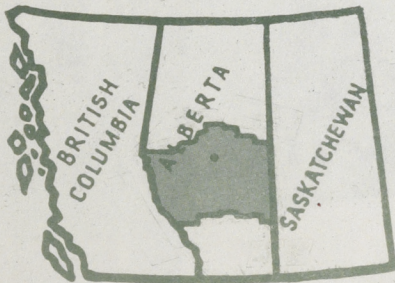
ALAN LADD  
Box 13



LONESOME GAL



ROY WARD DICKSON (centre)  
Take A Chance



# Edmonton trading area

(see map, opposite page)

## 1950 STATISTICS:

Population . . . . .	499,138
Retail Sales . . . . .	\$293,820,900.00
Manufacturing . . . . . (value)	\$258,091,000.00
Farm Cash Income . . . . . (year ending July 31, 1950)	\$140,349,000.00

(Sanford Evans estimates)

## OIL PRODUCTION:

DATE	DAILY AVERAGE (Barrels)
July, 1950 . . . . .	69,285
July, 1949 . . . . .	40,030
July, 1948 . . . . .	16,958

By October, 1950, there were  
1,304 wells operating in the  
Trading Area.

